

ABSTRACT OF THE DISCLOSURE

An audio-video program recommendation system stores a list of preferred programs previously selected by a user. Each time the system is activated, the list of previously selected programs is compared with a separate, externally-supplied list of currently available programs, and recommended programs are then displayed in accordance with an algorithm based upon the number and type of previous selections by the user. To avoid repetitive recommendations as well as recommendations erroneously based upon misinterpretation of the user's pattern of selections, a dedicated signal means is provided to allow a user to identify, for storage, programs that the user has selected previously independently of the system. To enhance the system and the stored list or lists, if desired, an additional switch or switches may be provided to identify programs, for example, which the user specifically does not wish to be recommended. Signals derived from the dedicated switches adapt the stored record list or lists to reflect more accurately, the profile of the user's preferences.